**2015 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL**

**WAVE 13 DECEMBER**

**FINAL TOPLINE**

**November 24 – December 21, 2015**

**TOTAL N=4,787**

**WEB RESPONDENTS N=4,317**

**MAIL RESPONDENTS N=470[[1]](#footnote-1)**

**ASK ALL:**

THOUGHT How much thought have you given to the coming presidential election?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 43 | Quite a lot |
| 34 | Some |
| 14 | A Little |
| 8 | None |
| \* | No answer |
|  |  |

**ASK ALL:**

MATTERS Thinking about how you feel about the 2016 presidential election and the next president, where would you place yourself on the following scale?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 58 | 1- Really matters who wins |
| 22 | 2 |
| 10 | 3 |
| 8 | 4- Doesn’t really matter who wins |
| 1 | No answer |
|  |  |

**ASK ALL:**

DEMNOMOE Thinking about the 2016 presidential election, who would be your choice for the Democratic nomination for president? **[RANDOMIZE ORDER OF DEMNOMOE, REPNOMOE] [THREE OPEN END TEXT FIELDS LABELED “First choice” “Second choice (if any)” “Third choice (if any)”]** [[2]](#footnote-2)

Nov 24 – Dec 21, 2015 Nov 24- Dec 21, 2015

Any *First Second Third*

choice *choice choice choice*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 38 | Hillary Clinton | *27* | *9* | *2* |
| 29 | Bernie Sanders | *22* | *7* | *1* |
| 5 | Martin O’Malley | *2* | *2* | *2* |
| 4 | Donald Trump | *3* | *1* | *1* |
| 2 | Joe Biden | *1* | *1* | *\** |
| 2 | Ben Carson | *1* | *1* | *\** |
| 1 | Elizabeth Warren | *\** | *\** | *\** |
| 1 | Jim Webb | *\** | *\** | *\** |
| 9 | Other | *6* | *4* | *3* |
| 39 | No answer | *39* | *75* | *91* |

**BASED ON DEMOCRATS AND DEMOCRATIC LEANERS [N=2,479]:**

Any *First*

choice *choice*

Hillary Clinton

Nov 24- Dec 21, 2015 60 *42*

Aug 11-Sept 8, 2015 53 *38*

Mar 10-Apr 6, 2015 47 *38*

Bernie Sanders

Nov 24- Dec 21, 2015 42 *30*

Aug 11-Sept 8, 2015 29 *20*

Mar 10-Apr 6, 2015 4 *2*

Martin O’Malley

Nov 24- Dec 21, 2015 6 *1*

Aug 11-Sept 8, 2015 2 *\**

Mar 10-Apr 6, 2015 1 *\**

Joe Biden

Nov 24- Dec 21, 2015 2 *\**

Aug 11-Sept 8, 2015 13 *4*

Mar 10-Apr 6, 2015 5 *1*

Elizabeth Warren

Nov 24- Dec 21, 2015 2 *\**

Aug 11-Sept 8, 2015 3 *1*

Mar 10-Apr 6, 2015 15 *8*

**ASK ALL:**

REPNOMOE Thinking about the 2016 presidential election, who would be your choice for the Republican nomination for president? **[RANDOMIZE ORDER OF DEMNOMOE, REPNOMOE][THREE OPEN END TEXT FIELDS LABELED “First choice” “Second choice (if any)” “Third choice (if any)”]**

Nov 24- Dec 21, 2015 Nov 24- Dec 21,2015

Any *First Second Third*

choice *choice choice choice*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 27 | Donald Trump | *19* | *5* | *3* |
| 17 | Marco Rubio | *7* | *7* | *3* |
| 17 | Ben Carson | *8* | *5* | *4* |
| 15 | Ted Cruz | *7* | *5* | *3* |
| 10 | Jeb Bush | *5* | *3* | *1* |
| 5 | Chris Christie | *2* | *2* | *1* |
| 5 | John Kasich | *3* | *1* | *\** |
| 4 | Carly Fiorina | *1* | *1* | *2* |
| 4 | Rand Paul | *2* | *1* | *1* |
| 3 | Hillary Clinton | *3* | *1* | *\** |
| 2 | Mike Huckabee | *1* | *1* | *1* |
| 2 | Bernie Sanders | *1* | *\** | *\** |
| 1 | Lindsey Graham | *\** | *\** | *\** |
| 7 | Other | *5* | *2* | *2* |
| 35 | No answer | *35* | *65* | *78* |

**BASED ON REPUBLICANS AND REPUBLICAN LEANERS [N=2,105]:**

Any *First*

choice *choice*

Donald Trump

Nov 24- Dec 21, 2015 42 *28*

Aug 11-Sept 8, 2015 31 *21*

Mar 10-Apr 6, 2015 2 *1*

Ted Cruz

Nov 24- Dec 21, 2015 29 *13*

Aug 11-Sept 8, 2015 15 *6*

Mar 10-Apr 6, 2015 12 *5*

Marco Rubio

Nov 24- Dec 21, 2015 28 *10*

Aug 11-Sept 8, 2015 14 *4*

Mar 10-Apr 6, 2015 11 *4*

Ben Carson

Nov 24- Dec 21, 2015 27 *11*

Aug 11-Sept 8, 2015 20 *10*

Mar 10-Apr 6, 2015 9 *5*

Jeb Bush

Nov 24- Dec 21, 2015 10 *4*

Aug 11-Sept 8, 2015 17 *9*

Mar 10-Apr 6, 2015 15 *8*

ASK ALL:

SHARE\_GENERAL. Which of the following have you done in the last year? *[Check all that apply]*

|  |  |  |
| --- | --- | --- |
|  | Selected | Not selected  /No answer |
| a. Loaned a book, DVD, or household item to someone you know |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 67 | 33 |
|  |  |  |
| b. Shared your login to a paid website or streaming music or video service with someone you know |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 17 | 83 |
|  |  |  |
| c. Helped watch someone’s house while they were out of town (for example, checked their mail, watered their plants, or fed their pets) |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 43 | 57 |
|  |  |  |
| d. Drove a friend or family member somewhere as a favor (like the airport or an appointment) |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 73 | 17 |
|  |  |  |
| e. Made a donation to a charitable or volunteer organization |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 66 | 34 |
|  |  |  |
| f. None of these **[EXCLUSIVE PUNCH]** |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 5 | 95 |
|  |  |  |

ASK ALL:

TRANS\_FREQ. How frequently, if ever, do you…

*a. Drive a car*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 75 | Daily or almost daily |
| 9 | Weekly |
| 5 | Monthly or less often |
| 10 | Never |
| 1 | No Answer |
|  |  |

*b. Take public transportation (like a bus, subway, or train)*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 7 | Daily or almost daily |
| 4 | Weekly |
| 24 | Monthly or less often |
| 65 | Never |
| 1 | No Answer |
|  |  |

***TRANS\_FREQ Continued…***

*c. Walk or ride a bike somewhere (not including for exercise)*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 19 | Daily or almost daily |
| 14 | Weekly |
| 24 | Monthly or less often |
| 42 | Never |
| 1 | No Answer |
|  |  |

*d. Take a taxi that you requested over the phone or hailed on the street*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| \* | Daily or almost daily |
| 3 | Weekly |
| 18 | Monthly or less often |
| 77 | Never |
| 1 | No Answer |
|  |  |

*e. Travel overnight away from home (either for work or personal reasons)*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 2 | Daily or almost daily |
| 6 | Weekly |
| 62 | Monthly or less often |
| 30 | Never |
| 1 | No Answer |
|  |  |

**ASK ALL:**

OWNCAR. Do you currently own or lease a car, truck, or motorcycle? (Please include any vehicle you own personally, as well as those you share with another member of your household)

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 77 | Yes |
| 22 | No |
| 1 | No Answer |
|  |  |

**ASK ALL:**

TRANS\_SHARE Do you ever use any of the following things?

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. A bike-sharing service |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 3 | 97 |
|  |  |  |
| b. A car-sharing service like ZipCar or Car2Go |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 3 | 97 |
|  |  |  |

**ASK ALL:**

AWARE\_SHARE Have you heard of the following terms? [**Randomize**]

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. Sharing economy |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 27 | 73 |
|  |  |  |
| b. “Gig” economy |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 11 | 89 |
|  |  |  |
| c. Crowdfunding |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 39 | 61 |
|  |  |  |

**ASK IF HAVE HEARD OF SHARING ECONOMY:** (AWARE\_SHAREa=1):

SHARING\_ECON In your own words, how would you describe the “sharing economy”?

**OPEN-END; RESPONSES NOT SHOWN**

**ASK ALL:**

SHOP1. Thinking about your general shopping habits, do you ever:

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. Buy something online |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 79 | 21 |
|  |  |  |
| b. Use your cell phone to buy something online |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 51 | 49 |
|  |  |  |
| c. Purchase something through a link on a social networking site, such as Facebook, Twitter, or Instagram |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 15 | 85 |
|  |  |  |
| d. Watch product review videos online |  |  |
| Nov 24-Dec 21 2015 [N=4,787] | 55 | 45 |
|  |  |  |

**ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):**

SHOP2. Do you ever…

*a. Buy used or second-hand goods on websites like Ebay or Craigslist*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,178 |  |
| 63 | Yes |
| 37 | No |
| \* | No Answer |
|  |  |

*b. Buy handmade or artisanal products on websites like Etsy*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,178 |  |
| 28 | Yes |
| 72 | No |
| \* | No Answer |
|  |  |

**ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):**

SHOP3. How often do you make purchases online?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,178 |  |
| 18 | NET Weekly |
| 5 | Several times a week |
| 13 | About once a week |
| 35 | A few times a month |
| 46 | Less often |
| \* | Refused |

**ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):**

SHOP4. If given the choice, do you generally prefer to buy online or from a physical store?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,178 |  |
| 34 | Online |
| 65 | Physical store |
| 1 | Refused |

**ASK IF ONLINE SHOPPER (SHOP1a=1 OR SHOP1b=1 OR SHOP1c=1):**

SHOP5. In general, which of these would you be most likely to do if you needed to make a purchase?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,178 |  |
| 21 | Buy from a store, without looking at prices online |
| 14 | Buy online, without visiting a store |
| 65 | Compare the price you can get online with the price you can get from a store, and then buy from wherever you can get the best deal |
| 1 | Refused |
|  |  |

ASK ALL:

SHOP6. In general, when shopping for something that you haven’t purchased before, how important is it for you to be able to… [**RANDOMIZE**]

*a.* Look at or try out the product in person

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 78 | NET Important |
| 30 | Extremely important |
| 48 | Somewhat important |
| 21 | NET Not important |
| 17 | Not too important |
| 4 | Not important at all |
| 1 | No Answer |
|  |  |

*b. Read ratings or reviews that other people have posted online*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 74 | NET Important |
| 32 | Extremely important |
| 42 | Somewhat important |
| 24 | NET Not important |
| 13 | Not too important |
| 11 | Not important at all |
| 2 | No Answer |
|  |  |

*c. Buy online, without having to make a trip to the store*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 42 | NET Important |
| 10 | Extremely important |
| 32 | Somewhat important |
| 56 | NET Not important |
| 33 | Not too important |
| 23 | Not important at all |
| 2 | No Answer |
|  |  |

***SHOP6 Continued…***

*d. Compare prices from a number of different sellers*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 86 | NET Important |
| 42 | Extremely important |
| 44 | Somewhat important |
| 13 | NET Not important |
| 10 | Not too important |
| 3 | Not important at all |
| 1 | No Answer |
|  |  |

*e. Be able to ask questions about what it is that you’re buying*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 84 | NET Important |
| 42 | Extremely important |
| 41 | Somewhat important |
| 16 | NET Not important |
| 13 | Not too important |
| 3 | Not important at all |
| 1 | No Answer |
|  |  |

*f. Get advice or recommendations from people you know*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 77 | NET Important |
| 23 | Extremely important |
| 54 | Somewhat important |
| 22 | NET Not important |
| 18 | Not too important |
| 4 | Not important at all |
| 1 | No Answer |
|  |  |

*g. Buy from a store or seller that you are familiar with*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 84 | NET Important |
| 34 | Extremely important |
| 50 | Somewhat important |
| 15 | NET Not important |
| 12 | Not too important |
| 3 | Not important at all |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP7. Consumers today can access lots of customer reviews and ratings about products and services they might want to buy. How much do you think these ratings and reviews help to… **[RANDOMIZE]**

*a. Ensure that the products and services people buy are safe*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 41 | A lot |
| 41 | Some |
| 13 | A little |
| 4 | Not at all |
| 1 | No Answer |
|  |  |

*b. Make consumers feel confident about what they are buying*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 46 | A lot |
| 43 | Some |
| 8 | A little |
| 2 | Not at all |
| 1 | No Answer |
|  |  |

*c. Make companies be accountable to their customers*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 45 | A lot |
| 39 | Some |
| 11 | A little |
| 4 | Not at all |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP8. Today a number of federal, state, and local government agencies provide oversight and regulation of the products or services that consumers might want to buy. How much do you think this government oversight helps to… **[RANDOMIZE]**

*a. Ensure that the products and services people buy are safe*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 33 | A lot |
| 42 | Some |
| 18 | A little |
| 5 | Not at all |
| 1 | No Answer |
|  |  |

***SHOP8 CONTINUED…***

*b. Make consumers feel confident about what they are buying*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 25 | A lot |
| 44 | Some |
| 21 | A little |
| 9 | Not at all |
| 1 | No Answer |
|  |  |

*c. Make companies be accountable to their customers*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 30 | A lot |
| 41 | Some |
| 20 | A little |
| 7 | Not at all |
| 1 | No Answer |
|  |  |

ASK ALL:

SHOP9. Thinking about some different types of purchases you might make, how often do you provide your own online ratings or reviews of…

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Always or  almost always | Sometimes | Never | No Answer |
| * Products you have purchased |  |  |  |  |
| * Nov 24-Dec 21, 2015 [N=4,787] | 10 | 51 | 38 | 1 |
|  |  |  |  |  |
| * Restaurants you have visited |  |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 8 | 43 | 48 | 1 |
|  |  |  |  |  |
| * Services you have used |  |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 9 | 51 | 38 | 2 |
|  |  |  |  |  |

**ASK ALL:**

SHOP10. Have you ever shared your experiences with, or feelings about, a company or product on a social media site like Facebook or Twitter?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 39 | Yes |
| 59 | No |
| 1 | No Answer |
|  |  |

ASK IF HAVE SHARED EXPERIENCE ON SOCIAL MEDIA (SHOP10=1):

SHOP11. Thinking of the times you have shared an experience with a company or product on social media, have you done this because of…

*a. A good experience you had*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=1,740 |  |
| 86 | Yes |
| 13 | No |
| 1 | No Answer |
|  |  |

*b. A bad experience you had*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=1,740 |  |
| 77 | Yes |
| 22 | No |
| 1 | No Answer |
|  |  |

ASK ALL:

SHOP12. How often do you read customer ratings or reviews that other people have posted online when buying something for the first time?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 40 | Always or almost always |
| 42 | Sometimes |
| 16 | Never |
| 2 | No Answer |
|  |  |

**ASK IF READ RATINGS AT LEAST SOME OF THE TIME (SHOP12=1-2):**

SHOP13. Thinking about the product ratings and reviews that people post online, which statement comes closest to your view?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,148 |  |
| 51 | They generally give an accurate picture of the true quality of the product |
| 48 | It’s often hard to tell if they are truthful and unbiased |
| \* | No Answer |
|  |  |

**ASK IF READ RATINGS AT LEAST SOME OF THE TIME (SHOP12=1-2):**

SHOP14. When looking at customer ratings and reviews online, do you tend to pay more attention to extremely positive reviews or to extremely negative reviews to help make your decision?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,148 |  |
| 43 | Extremely positive reviews |
| 54 | Extremely negative reviews |
| 3 | No Answer |
|  |  |

**ASK ALL:**

SHOP15. When you are deciding whether or not to use a particular service or whether to shop at a particular store, how important is it that you know something about the pay and working conditions for the people who work there?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 53 | NET Important |
| 13 | Extremely important |
| 40 | Somewhat important |
| 46 | NET Not important |
| 32 | Not too important |
| 14 | Not important at all |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP16. In general, how easy is it for you to get accurate information on the pay and working conditions of the people who work at the businesses you frequent?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 23 | NET Easy |
| 5 | Very easy |
| 18 | Somewhat easy |
| 38 | NET Not Easy |
| 25 | Not very easy |
| 14 | Not easy at all |
| 38 | Not sure/ Haven’t tried this |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP17. Which of the following statements best describes you, even if neither is exactly right?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 28 | I often pay extra to support businesses that provide good pay and working conditions for their employees |
| 67 | I would like to support businesses that provide good pay and working conditions for their employees, but many times it’s hard to justify the additional cost involved |
| 5 | No Answer |
|  |  |

ASK ALL:

SHOP18. Now thinking about ALL of the purchases you make in a typical week (including things like groceries, gas, services, or meals) how many do you pay for using cash?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 24 | All or almost all |
| 51 | Some |
| 24 | None |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP19. Which of the following statements best describes you?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 60 | I try to make sure that I always have cash with me, just in case I need it |
| 39 | I don’t really worry much about whether or not I have cash with me -- there are lots of other ways to pay for things these days |
| 1 | No Answer |
|  |  |

**ASK ALL:**

SHOP20. Do you ever use a cell phone while you are inside a physical store to…**[RANDOMIZE]**

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. Pay for a purchase by swiping or scanning your cell phone at the register |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 12 | 88 |
|  |  |  |
| b. See if you can find a better price online for something you want to buy |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 45 | 55 |
|  |  |  |
| c. Look up reviews or other information online about a product you want to buy |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 45 | 55 |
|  |  |  |
| d. Call or text someone to discuss a potential purchase |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 59 | 41 |
|  |  |  |

**ASK ALL:**

SHOP21. Have you ever heard of Bitcoin?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 48 | Yes |
| 52 | No |
| 1 | No Answer |
|  |  |

**ASK IF HAVE HEARD OF BITCOIN (SHOP21=1):**

SHOP22. Have you yourself ever collected, traded, or used Bitcoins?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,884 |  |
| 3 | Yes |
| 97 | No |
| 1 | No Answer |
|  |  |

ASK ALL:

SHAREECON\_USE. Do you ever do any of the following things? [RANDOMIZE]

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. Work in a shared office space where anyone can pay to use an office or work area for a short period of time |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 4 | 96 |
|  |  |  |
| b. Order groceries online from a local store and have them delivered to you using a service like Instacart, Peapod, or Fresh Direct |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 6 | 94 |
|  |  |  |
| c. Hire someone online to do a task or household errand, using a service like TaskRabbit, Fiverr, or Amazon Mechanical Turk |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 4 | 96 |
|  |  |  |
| d. Rent clothing or other products for a period of time using a site like Rent the Runway |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 2 | 98 |
|  |  |  |
| e. Purchase a ticket to a sporting or entertainment event from a ticket reseller like StubHub or SeatGeek |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 28 | 72 |
|  |  |  |
| f. Use programs that offer same-day or expedited delivery of items you purchase online, like Amazon Prime or Google Express |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 41 | 59 |
|  |  |  |

**~~ASK ALL:~~**

~~EARN\_ONLINE. Thinking about ways you might earn money, have you done any of the following things, either currently or in the past?~~

*~~a. Use an online service (such as TaskRabbit, InstaCart, or Mechanical Turk) to perform tasks, deliveries, or household errands for pay~~*

|  |  |
| --- | --- |
| ~~Nov 24-Dec 21~~  ~~2015~~ |  |
| ~~N=4,787~~ |  |
| ~~1~~ | ~~Yes, I do this currently~~ |
| ~~4~~ | ~~I don’t do this currently, but I have in the past~~ |
| ~~94~~ | ~~I have never done this~~ |
| ~~\*~~ | ~~No Answer~~ |
|  |  |

***~~EARN\_ONLINE Continued…~~***

*~~b. Sell your own handmade products on a website like Etsy~~*

|  |  |
| --- | --- |
| ~~Nov 24-Dec 21~~  ~~2015~~ |  |
| ~~N=4,787~~ |  |
| ~~2~~ | ~~Yes, I do this currently~~ |
| ~~5~~ | ~~I don’t do this currently, but I have in the past~~ |
| ~~92~~ | ~~I have never done this~~ |
| ~~1~~ | ~~No Answer~~ |
|  |  |

**ASK ALL:**

GIG\_ATTITUDE. In recent years, technology has allowed individual workers to perform one-off tasks for consumers or companies who need those services. Some examples of this trend include drivers for ride-hailing services like Uber or Lyft; people who perform deliveries through services like Instacart; or people who perform tasks through services like TaskRabbit or Amazon Mechanical Turk.

These workers typically do not follow a set schedule, get paid as they pick up assignments from customers instead of receiving an hourly wage or salary, and are responsible for providing many of their own benefits. Based on what you know, do you think these jobs… **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Not sure/  No answer |
| a. Are a good entry-level job for people who are entering the workforce |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 37 | 21 | 41 |
|  |  |  |  |
| b. Place too much of a financial burden on workers |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 21 | 29 | 50 |
|  |  |  |  |
| c. Are great for people who want a flexible schedule |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 68 | 6 | 26 |
|  |  |  |  |
| d. Are the kind of jobs you can build a career out of |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 16 | 41 | 43 |
|  |  |  |  |
| e. Let companies take advantage of workers |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 23 | 32 | 46 |
|  |  |  |  |
| f. Are a good option for older people who don’t want to work full-time anymore |  |  |  |
| Nov 24-Dec 21, 2015 [N=4,787] | 54 | 10 | 36 |
|  |  |  |  |

**ASK ALL:**

CAR1. Do you ever use ride-hailing services like Uber or Lyft?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 15 | Yes, I have done this |
| 51 | I have not done this, but I have heard of it |
| 33 | I have never heard of this before |
| 1 | No Answer |
|  |  |

**~~ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):~~**

~~CAR2. Have you ever worked as a driver for a ride-hailing service like Uber or Lyft, either currently or in the past?~~

|  |  |
| --- | --- |
| ~~Nov 24-Dec 21~~  ~~2015~~ |  |
| ~~N=3,623~~ |  |
| ~~2~~ | ~~Yes, I do this currently~~ |
| ~~4~~ | ~~I don’t do this currently but have in the past~~ |
| ~~94~~ | ~~I have never done this~~ |
| ~~\*~~ | ~~No Answer~~ |
|  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR3. As far as you know, are ride-hailing services like Uber or Lyft available where you live?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 60 | Yes |
| 16 | No |
| 23 | Not sure |
| \* | No Answer |
|  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR4. Have you ever ridden with someone you know using a ride-hailing service like Uber or Lyft, even if you did not request the ride yourself?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 23 | Yes |
| 77 | No |
| 1 | No Answer |
|  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR5. Thinking about ride-hailing services such as Uber or Lyft, do you think the following statements describe them well? **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Not sure/  No answer |
| a. Are less expensive than taking a taxi |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 38 | 8 | 55 |
|  |  |  |  |
| b. Are a good option for people who have trouble getting taxis to pick them up because of their race or appearance |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 38 | 11 | 51 |
|  |  |  |  |
| c. Use drivers who you would feel safe riding with |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 34 | 8 | 58 |
|  |  |  |  |
| d. Save their users time and stress |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 54 | 5 | 41 |
|  |  |  |  |
| e. Are more reliable than taking a taxi or public transportation |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 30 | 14 | 56 |
|  |  |  |  |
| f. Provide good jobs for people who want flexible working hours |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 63 | 6 | 31 |
|  |  |  |  |
| g. Serve neighborhoods that taxis won’t visit |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 37 | 7 | 56 |
|  |  |  |  |
| h. Are mostly used by people who already have plenty of ways to get around |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 25 | 18 | 58 |
|  |  |  |  |
| 1. Collect too much personal information about their users |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 9 | 21 | 70 |
|  |  |  |  |
| j. Are a good option for older adults who have a hard time getting around on their own |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 56 | 7 | 37 |
|  |  |  |  |
| k. Are a good way for parents to make sure their children get around safely when they can’t drive them |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,623] | 21 | 28 | 51 |
|  |  |  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR6. Have you heard of other people having…

*a. GOOD experiences using these services*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 65 | Yes |
| 34 | No |
| 1 | No Answer |
|  |  |

*b. BAD experiences using these services*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 32 | Yes |
| 66 | No |
| 2 | No Answer |
|  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR7a. Which statement best describes your view of services like Uber or Lyft?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 45 | They are primarily software companies – their business is connecting drivers with people who are looking for a ride |
| 22 | They are primarily transportation companies – they have a lot of control over their drivers and the overall customer experience |
| 33 | Not sure |
| 1 | No Answer |
|  |  |

**ASK IF USE OR HAVE** **HEARD OF RIDE HAILING SERVICES (CAR1=1-2):**

CAR7b. Which statement best describes your view of the drivers who work with services like Uber or Lyft?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 14 | They are employees who work directly for the service or app that allows you to book a ride |
| 57 | They are independent contractors who work for themselves and use the service or app to connect to potential customers |
| 28 | Not sure |
| 1 | No Answer |
|  |  |

**ASK IF USE OR HAVE HEARD OF RIDE-HAILING SERVICES (CAR1=1-2):**

CAR8. How much have you heard about the debate happening in some cities over whether services like Uber and Lyft should be regulated in the same way as existing taxi companies?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,623 |  |
| 22 | A lot |
| 50 | A little |
| 27 | Nothing at all |
| 1 | No Answer |
|  |  |

**ASK IF AWARE OF DEBATE (CAR8=1-2):**

CAR9. Some cities are currently debating how to best regulate services like Uber or Lyft. Which statement comes closest to your view on this subject?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,872 |  |
| 35 | These services SHOULD be required to follow the same rules and regulations as taxis – it is important that everyone follow the same rules when it comes to things like pricing, insurance, and disability access |
| 42 | These services SHOULD NOT be required to follow the same rules and regulations as taxis – it is important to let companies be innovative and meet the needs of their customers, even if that goes against existing regulations |
| 23 | I’m not sure |
| \* | No Answer |
|  |  |

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR10. How often do you use ride-hailing services such as Uber or Lyft?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=828 |  |
| 3 | Daily or almost daily |
| 14 | Weekly |
| 26 | Monthly |
| 56 | Less often |
| 1 | No answer |
|  |  |

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR11. As a user of these services, who do you think should be responsible for…?

*a. Ensuring that drivers are properly trained*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=828 |  |
| 8 | Individual drivers |
| 23 | The app or service that people use to book rides |
| 68 | Both the driver and the app or service |
| 1 | No answer |
|  |  |

*b. Ensuring that the vehicles are clean and safe*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=828 |  |
| 24 | Individual drivers |
| 12 | The app or service that people use to book rides |
| 62 | Both the driver and the app or service |
| 2 | No answer |
|  |  |

**ASK IF USE RIDE-HAILING SERVICES (CAR1=1):**

CAR12. Have you, personally, ever had a bad experience using one of these services?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=828 |  |
| 16 | Yes |
| 83 | No |
| 1 | No answer |
|  |  |

**ASK IF HAS HAD BAD EXPERIENCE (CAR12=1):**

CAR13. Thinking about the most recent time you had a bad experience with these services, did you feel

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. That your problem was taken seriously |  |  |
| Nov 24-Dec 21, 2015 [N=122] | 59 | 41 |
|  |  |  |
| b. That you had a clear way to report the problem to people who could help |  |  |
| Nov 24-Dec 21, 2015 [N=122] | 68 | 32 |
|  |  |  |
| c. That your problem was resolved in a satisfactory way |  |  |
| Nov 24-Dec 21, 2015 [N=122] | 62 | 38 |
|  |  |  |

**ASK ALL:**

CF1. Have you ever contributed money to support a fundraising project on a website like Kickstarter or GoFundMe?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 22 | Yes, I have done this |
| 41 | I have not done this, but I have heard of it |
| 36 | I have never heard of this before |
| 1 | No Answer |
|  |  |

**ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):**

CF2. Thinking about websites like Kickstarter or GoFundMe, do you think the following statements describe them well? [RANDOMIZE]

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Not sure/  No answer |
| a. Take attention away from more deserving charities |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,335] | 14 | 55 | 31 |
|  |  |  |  |
| b. Contain a lot of frivolous projects |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,335] | 50 | 11 | 39 |
|  |  |  |  |
| c. Are a good way to highlight causes or businesses that might not get much attention otherwise |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,335] | 72 | 7 | 21 |
|  |  |  |  |
| d. Are a much simpler way to raise money than applying for a loan or grant |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,335] | 66 | 8 | 26 |
|  |  |  |  |
| e. Help contributors feel more personally connected to the projects they support |  |  |  |
| Nov 24-Dec 21, 2015 [N=3,335] | 72 | 7 | 21 |
|  |  |  |  |

**ASK IF CROWDFUNDING USER (CF1=1):**

CF3. How many different projects have you contributed to using these sites?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=1,215 |  |
| 87 | 1-5 |
| 9 | 6-10 |
| 3 | 11 or more |
| \* | No Answer |
|  |  |

**ASK IF CROWDFUNDING USER (CF1=1):**

CF4. What is the largest amount of money you have contributed to a single project?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=1,215 |  |
| 13 | $10 or less |
| 49 | $11 - $50 |
| 21 | $51 - $100 |
| 17 | $101 - $500 |
| 3 | More than $500 |
| \* | No Answer |
|  |  |

ASK IF CROWDFUNDING USER (CF1=1):

CF5. Which of the following types of projects have you contributed to?

|  |  |  |
| --- | --- | --- |
|  | Yes, have done this | No, have not done this/  No answer |
| a. A project to help a person in need (with things like medical or legal bills, or unexpected debt) |  |  |
| Nov 24-Dec 21, 2015 [N=1,215] | 68 | 32 |
|  |  |  |
| b. A project to fund a new product or invention |  |  |
| Nov 24-Dec 21, 2015 [N=1,215] | 34 | 66 |
|  |  |  |
| c. A project to fund a new restaurant or other type of business |  |  |
| Nov 24-Dec 21, 2015 [N=1,215] | 10 | 90 |
|  |  |  |
| d. A project for a musician or other creative artist |  |  |
| Nov 24-Dec 21, 2015 [N=1,215] | 30 | 70 |
|  |  |  |
| f. A project for a school |  |  |
| Nov 24-Dec 21, 2015 [N=1,215] | 32 | 68 |
|  |  |  |

**ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):**

CF6. Thinking about the times you have contributed to help someone in need, were any of those people… [Check all that apply]

|  |  |  |
| --- | --- | --- |
|  | Selected | Not selected/ No answer |
| a. A close friend or family member |  |  |
| Nov 24-Dec 21, 2015 [N=792] | 62 | 38 |
|  |  |  |
| b. A friend-of-a-friend or acquaintance |  |  |
| Nov 24-Dec 21, 2015 [N=792] | 63 | 37 |
|  |  |  |
| c. A public figure |  |  |
| Nov 24-Dec 21, 2015 [N=792] | 7 | 93 |
|  |  |  |
| d. Someone who was not a public figure, and who you did not know personally |  |  |
| Nov 24-Dec 21, 2015 [N=792] | 28 | 72 |
|  |  |  |
| e. None of these **[EXCLUSIVE PUNCH]** |  |  |
| Nov 24-Dec 21, 2015 [N=792] | 1 | 99 |
|  |  |  |

**ASK IF HAVE HELPED SOMEONE IN NEED (CF5a=1):**

CF7. Have you ever contributed to a project to help someone in need primarily because you felt pressured to donate by other people?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=792 |  |
| 14 | Yes |
| 85 | No |
| \* | No Answer |
|  |  |

**ASK IF USES OR IS AWARE OF CROWDFUNDING (CF1=1-2):**

CF8. Have you ever created your own fundraising project on a website like Kickstarter or GoFundMe?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=3,335 |  |
| 5 | Yes |
| 94 | No |
| 1 | No Answer |
|  |  |

**ASK IF HAVE CREATED OWN FUNDRAISING PROJECT (CF8=1):**

CF9. Please describe a time that you created a project on one of these sites. What was the goal of the project? Did you eventually meet your goal?

**OPEN-END; RESPONSES NOT SHOWN**

ASK ALL:

LOD1. Do you ever stay overnight in a private residence that you booked using an online service like AirBnB, VRBO, or HomeAway?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=4,787 |  |
| 11 | Yes, I have done this |
| 34 | I have not done this, but I have heard of it |
| 53 | I have never heard of this before |
| 1 | No Answer |
|  |  |

**~~ASK IF USE OR HAVE HEARD OF HOME-SHARING SERVICES (LOD1=1-2):~~**

~~LOD2. Do you ever allow other people to book your own home (or a room in your home) through a service like AirBnB, VRBO, or HomeAway, either currently or in the past?~~

|  |  |
| --- | --- |
| ~~Nov 24-Dec 21~~  ~~2015~~ |  |
| ~~N=2,738~~ |  |
| ~~3~~ | ~~Yes, do this currently~~ |
| ~~5~~ | ~~Don’t do this currently, but have in the past~~ |
| ~~92~~ | ~~Have never done this~~ |
| ~~1~~ | ~~No Answer~~ |
|  |  |

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD3. Thinking about services such as AirBnB, VRBO, or HomeAway, do you think the following statements describe them well?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Not sure/  No answer |
| a. Are less expensive than a hotel |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 50 | 8 | 43 |
|  |  |  |  |
| b. Are located in neighborhoods where it’s hard to find hotels |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 32 | 12 | 56 |
|  |  |  |  |
| c. Are a good option for families or other people who like to travel as a group |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 56 | 8 | 37 |
|  |  |  |  |
| d. Are not always as appealing as they are described online |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 34 | 10 | 56 |
|  |  |  |  |
| e. Are risky to use |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 31 | 24 | 44 |
|  |  |  |  |
| f. Are best for adventurous travelers |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 55 | 11 | 34 |
|  |  |  |  |
| g. Are a good way for homeowners to earn some extra income |  |  |  |
| Nov 24-Dec 21, 2015 [N=2,738] | 70 | 4 | 25 |

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD4. Have you heard of other people having…

*a. GOOD experiences using these services*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,738 |  |
| 62 | Yes |
| 37 | No |
| 1 | No Answer |
|  |  |

*b. BAD experiences using these services*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,738 |  |
| 37 | Yes |
| 62 | No |
| 2 | No Answer |
|  |  |

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD5. Which statement best describes your view of services like AirBnB or VRBO?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,738 |  |
| 49 | They are software companies – their business is connecting people with a spare room or empty home with people who are looking for a place to stay |
| 19 | They are hospitality companies – they vouch for the quality of the properties they list and have a lot of control over the customer experience |
| 31 | Not sure |
| 1 | No Answer |
|  |  |

ASK IF HAVE USED OR HEARD OF HOME SHARING (LOD1=1-2):

LOD6. How much have you heard about the debate happening in some cities over whether or not homeowners should be able to legally rent out their homes using services like AirBnB or VRBO?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=2,738 |  |
| 13 | A lot |
| 36 | A little |
| 49 | Nothing at all |
| 2 | No Answer |
|  |  |

**ASK IF AWARE OF DEBATE (LOD6=1-2):**

LOD7. Some cities are currently debating the legality of services like AirBnB and VRBO. Which comes closest to your view on this subject?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=1,490 |  |
| 30 | These services should be legal, but owners should have to pay local hotel and lodging taxes |
| 52 | These services should be legal, and owners should NOT have to pay local hotel and lodging taxes |
| 4 | It should NOT be legal for people to rent out their homes or apartments on a short-term basis using these services |
| 14 | Not sure |
| 1 | No Answer |
|  |  |

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD8. Have you ever used these services to reserve a single room, or other type of shared space, in someone’s home?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=734 |  |
| 37 | Yes |
| 62 | No |
| 1 | No Answer |
|  |  |

**ASK IF HAVE STAYED IN SHARED SPACE (LOD8=1):**

LOD9. Do you worry about staying in a shared space with someone you have never met before, or is that not something you worry about?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=260 |  |
| 48 | Yes, worry about this |
| 52 | No, do not worry about this |
| \* | No Answer |
|  |  |

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD10. As a user of these services, who do you think should be responsible for the following things?

*a. Making sure properties are described accurately*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=734 |  |
| 23 | Homeowners |
| 8 | The app or service that people use to book a stay |
| 67 | Both the homeowner and the app or service |
| 1 | No Answer |
|  |  |

***LOD10 CONTINUED…***

*b. Addressing problems that might come up during someone’s stay*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=734 |  |
| 35 | Homeowners |
| 10 | The app or service that people use to book a stay |
| 53 | Both the homeowner and the app or service |
| 1 | No Answer |
|  |  |

*c. Resolving payment issues between hosts and guests*

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=734 |  |
| 11 | Homeowners |
| 31 | The app or service that people use to book a stay |
| 57 | Both the homeowner and the app or service |
| 1 | No Answer |
|  |  |

**ASK IF HAVE USED HOME SHARING SERVICES (LOD1=1):**

LOD11. Have you, personally, ever had a bad experience using one of these services?

|  |  |
| --- | --- |
| Nov 24-Dec 21  2015 |  |
| N=734 |  |
| 12 | Yes |
| 86 | No |
| 2 | No Answer |
|  |  |

**ASK IF HAS HAD BAD EXPERIENCE (LOD11=1):**

LOD12. Thinking about the most recent time you have had a bad experience with these services, did you feel…

|  |  |  |
| --- | --- | --- |
|  | Yes | No/ No answer |
| a. That your problem was taken seriously |  |  |
| Nov 24-Dec 21, 2015 [N=72] | 46 | 54 |
|  |  |  |
| b. That you had a clear way to report the problem to people who could help |  |  |
| Nov 24-Dec 21, 2015 [N=72] | 65 | 35 |
|  |  |  |
| c. That your problem was resolved in a satisfactory way |  |  |
| Nov 24-Dec 21, 2015 [N=72] | 67 | 33 |
|  |  |  |

1. Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted. [↑](#footnote-ref-1)
2. TK for footnote about display error for this question and how it can be displayed. [↑](#footnote-ref-2)